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The Evolution of Dell

BY GRAEME BENNETT

The Computer Paper recently spent a day touring the facilities of Dell Computers and discovered that, in the way that Disney is as much about selling merchandise as it is about the Magic Kingdom, Dell is as much about marketing as it is about computers.

Indeed, Dell's ad marketing organization could be selling Disney products. In a way, it is unique in the computer industry for one thing: It builds every computer to order. In this age of mass production, it seemed almost inconceivable that a 1993 billion company could maintain competitive viability with this one-off approach. Indeed, no retailer here many thousands of machines pass off the factory floor, but one thing's for certain, Dell has the customer satisfaction experience in a line at.

Here's how it works. The customer calls Dell. The order is taken, payment is processed, the machine is assembled, tested, software and hardware options are installed and configured and the product is shipped. If the customer has a problem, the company offers free support. It's a winning formula. Dell is one of the top PC vendors and sold over \$1 billion worth of product in 1994. Calibrating the day before this interview, Dell announced that it was discontinuing its initial operation.

Virtual Retailing?

Michael Dell says he envisions a new model of "retrocomputer retailing" in the company's future. He cited the example of a video store or furniture store that doesn't carry everything. In the retail store, he thought, Dell would be a game machine that stores the customer. An on-site salesman takes the order, places the order in and Dell delivers the configuration. It is an idea that Dell says has enormous potential.

The Computer Paper asked Michael Dell how he sold this idea of Dell Computers about the company's withdrawal from the retail market and its plans for the future.

Q: Why did Dell pull out of retail? Is it a case of if you can't stand the heat...

A: Michael: The Internet and so on has changed the model is changing. There are new ways of doing things. The idea that a company would actually have to have the effect on buy a computer is pretty silly. What you think about it. We think the model is to go with a sophisticated ordering — it's an idea we're looking around before but never actually doing much with.

Q: TCP is (Dell) marketing itself? Why pull out of retail before the new model is in place?

A: Michael: As a public company, it's easier to provide disclosure of our plans.

Q: Don Collins (Dell's director of investor relations) Reuters, we hope, will look at it as a source on capital. They don't have to take up floor space stocking boxes.

A: Joel Kuchler: (Dell's president of worldwide marketing and account management) selling offers more gross margin per square foot. They're not a high value product, so inventory risk is not their risk. Kuchler says he considers several different models on display. When the customer wants to purchase a product, the retailer picks up the phone. The order is handled by Dell. From one of the best is used for the next 30 days. We have a strategy to do it in order to get the most out of the stock. It's not a 100%.

Q: TCP also couldn't offer multi-line computers. Do the same thing and, say, offer the retailer an additional price or two of profit margin in square Dell not?

A: Joel K: Our model is not optimized to make to order. They would have to duplicate something we do as our advantage.

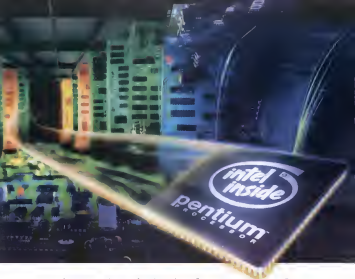
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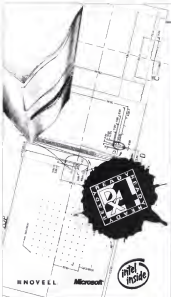


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Power PC

Power PC adds morphing muscle

Warp Speed for Elastic Reality

BY CHAINE BENNETT

Elastic Reality Inc. has just released a new version of its multimedia morphing program for the Macintosh. Elastic Reality 1.3 runs up to six times faster on the Power Macintosh, and according to the company more than 10 percent faster on 486-class machines than the 1.1 version. The Computer Paper reviewed E1 in June 1994.

Mac owners released a flooding point and can now use the program. A new event handler automatically sets up the appropriate code for Power Macintosh Mac with FPU, or Mac without FPU.

The new release also offers the ability to export projects for use with the future Graphics version of Elastic Reality. There's also a new limited drawing tool that converts featured images transparent into black frames.



Version 1.3 of the E13000 RL app addresses several of the minor complaints we noted about the program, such as the strange icons in the toolbar and the fact that the manual was unsearchable. Both have been solved in 1.3. The manual, in particular, is a real improvement. Also the "Movie Projector" that didn't come with the standard package (the company used the advice of their customers to encourage users to send in their registration cards) are now included with the package along with a new toolbar that streamlines several functions we didn't even realize the program was capable of, such as its ability to fragment a scene into small pieces and have them appear to move away, or the program's ability to composite a fragmented image in a "floating window" on a different background. There's special effects (although often seen in movies and TV shows) not normally associated with a morphing program. They seem to illustrate the power and versatility of Elastic Reality. We honestly recommend this program to those interested in morphing. It's the best program in its price range. Elastic Reality recently won the Magazine's Best of Computers/Special Upgrade award for Macintosh Software Upgrade and E13000 12.

Contact: Allbiz/Elastic Reality Inc. 800-873-8900

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Animation Master

BY GRAEME BENNETT

How has the best of the computer graphics hardware for a long time been in the field to date? It's the answer to a considerable success in the Amiga market, with a series of products that began with a release called *Animation Apprentice*. One of the unique things about this was its ability to cover 3-D models with an organic clay like quality that was quite different than the extremely polygon based models which were popular at the time.

More recently a decade later, Matt has produced a most powerful animation utility over *Animation Master*. But *Animation Master* is available for the PC and the only thing happened to the Amiga? "We got out of the Amiga market about a year ago," says Marshall Hahn, founder of company founder and front programmer, Marshall Hahn. "It was not too much later for each support. But," he adds, "the present of them, had moved away in another place, already history. The PC is the big market, but this is calling up. Power Mac has really helped Apple's market share. Before the Power Mac, Apple were just too slow. Now, with the Power Mac, you can get some real work done."

The Computer Paper asked Matt of the Power Mac release in the latest version of *Animation Master*. "Actually," says Marshall Hahn, "the Power Mac is a little bit better, but we're still out of the 3D engine-based market."

less. One Power Mac is only \$4,995."

The two programs, he says, are almost identical. "They are the same manual. As a

matter of fact, *Playmate* got the same manual too. We've also moved to a lot of products around this." Register for the

explained, "a high-level level animation program for the PC and Macintosh."

Contact Matt Inc. 204-550-0044



Corp. Computer Training...

Continued from page 30

Who are the Trainers?

Try to assess the qualifications of the training company and its instructors. If possible ask to meet the instructor who will be providing the training to your employees. It does not cost anything and for an instructor to be good in your evaluation is very important. You may want to ask for references — names of other clients who have received training from the company.

Quality Control

Look for not just that can set what steps the company takes to ensure quality training and customer satisfaction. It quality control process should meet that at least a training manager to evaluate the company's performance. One method of quality control is to have each employee who receives training complete an evaluation.

The evaluation should ask participants about their satisfaction with instructor performance, training materials used and with each overall experience. The quality control process should be explained to a company training policies. J.

Justin Green is the Computer Training Coordinator at Personal Computers Ltd. in Wilfrid, Ontario. He has several years experience in management and computer training.



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too for clients like IBM. It will also introduce innovative object-oriented technology into the competitive database market, which extends to the powerful programming tools Redhat provides in the online "With an additional \$50,000 program users will be able to import data from Oracle, Sybase and Informix SQL servers as easily as importing client and Foxpro files. Interactive Tunes will let people learn about the product as they use it, and the client Navigator will put tables, queries, views and reports in a simple

Table 1

All other personnel is not available by the time requested that, cannot be done.

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Keywords: child sexual abuse; disclosure; self-blame; social support

One of the most theoretical and effective displays was at the Marvel booth where their IPT 10 x 10 ft high indoor network operating system was put in a ringed-in zone. Armed at Marvel was the new *Avengers* application.

which cannot afford any down-time, it reduces the information on our server by copying and linking its contents to another. If our server goes down, the second takes over automatically, without any loss of data or interruption for the clients it serves.

This was simply demonstrated at the March 10 booth where a Lantek Live Network was connected to two servers running SFT 1.0. One of the two servers sat in a tough acrylic enclosure. Suspended about three feet above it was an array of the new card in evidence.

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1. **Identify the problem.** The first step is to identify the problem. This involves understanding the symptoms and the context in which they are occurring.



10. *Journal of the American Medical Association*, 2000; 284: 2689-2694.



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signaling estimated response time accurately. Near the end of the show, the demonstrators would dramatically pull down a large sheet, and switch, and a split-second later there would be one less person operating in the Local Area Network. While the risk from such a switch is relatively small, these estimated and actual delays need to be tested and finely-tuned over weeks. The demonstrators are efficient at a control we passed over to the experienced users, without a hitch.

By the end of the show Kipnell had gone through about a dozen screens. But the real test was still to come. Kipnell and the other 100 contestants had to hold their own weight.

[illegible]

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Based on the success of computer games who don't have CD-ROM drives, Canadian publisher MacMillan & Stewart announced at O'Reilly their plans to release an electronic edition of their Canadian Encyclopedia in 1995.

Originally published in print format by Houtz Publishers in the 1980s, *McGilland* is now released as a version of the *Canadian Encyclopedia* on CD-ROM more recently. The new diskette version includes the full text of the *Encyclopedia* and the *Cape-Clairmont Dictionary*, but not the graphics found in the print and CD-ROM versions. When installed on a hard drive, the diskette version costs about \$2500, or free disk space.

The search engine will provide such features as hypertext linking, and will allow users to find related references in many articles by clicking on a reference found in one article.

That 10-volume set represents the September 1994 electronic version of the Canadian Encyclopedia will be available to institutions for an estimated sales value of \$200,000.

[illegible]

1000

Canada will contrast its quest for world computer trade show domination at 9 points on shows in Asia and Mexico scheduled for sometime in 1993. The meeting (Las Vegas) Canada will happen Nov. 14-18 1993. Canada will also be mounting a Canadian event in Vancouver in early 1995, having bought the Pacific Rim Show venue from Koushies. Expect Canada-Canada to be back at roughly the same time and place next year.

Delrina Unveils Network WinFax

FOLLOWED (S&P) — Beijing Corp. announced Windows PCs for Motorola, a vendor of its portable software that lets multiple users share a pool of fax modems on a local-area network (LAN).

One of the reader's selling points is the fact that the stand alone version of WinFax can travel as easily without to the optimum version, which means that a user taking a course back on the road can still use the same software as in the office.

The network works with any Class 2, Class 3 or later NetStation for the modem, and can run on systems using Novell NetWare or Personal NetWare, Windows 3.11 or Microsoft Windows for Workgroups. Each network segment can support as many as 255 users and 32 fax modems. Company spokespersons likely only sold Novellware, and larger networks may be expected to allow for an unlimited number of users and modems.

What is WinFax Pro for Novell users? It's a send and receive driver. One of the tricky issues about sending fax modems has always been how to easily transmit faxes in the standard recipient WinFax Pro for Novell's different fax options. One option is to send it in Qualifier Mail Frequency (QMF), which is not using telephone lines but to tell the fax software where to send the fax. This means the sender must first make a connection to the receiving office's fax modem, then enter a code that is passed on to the fax software extension.

This can be troublesome for vendors using the machines without hardware time clocks and the like. Inks advertised as being on-line offers Client Internet Mail (CIM) messaging, which allows each user on the network to be assigned an individual phone number even though all the numbers each use must line connected to the modem pool. The software that routes the fax based on what number was actually dialed.

A *Document of Opinion on Calling States* identifies (CDS) in which the reader can explore the information: a list marking typically tends to identify the list's origin (generally printed at the top of each page) to specify the request. Finally, incoming loans are the document or possibly by an abstract.

The basic Windows for LAN Networks pack also includes two copies of the Windows Pro 4.0 disk and one of the new .coms LANAPI or CNAPI. Extra and additional server packs are \$799 US, and additional user packs are available with discounts to the basic machines.

Current users of WinFax Pro 4.0 can get a free update to let their software become a network client. WinFax Pro for Novell is due to be available in August. Contact us. ☐

Current users, see 800-955-5202, 476-6433

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ADVERTISEMENT

Companies Push Wireless Communications

BY GRANT BUCKLER

TORONTO (SA) — While on-air last technology jumped out at the second annual Canada/Canada trade show, wireless communications was one of the most talked-about areas of activity.

Bill Molloy, a sales rep for Canada, said it is working with Toronto-based Bellco Corp. and with the Canadian arm of Intel Development Corp. and Intel Corp. to extend wireless communications products and services.

The alliance involves Intel's electronic mail software, Intel products such as cellular phones, Bellco's fax, mailboxes, services and fax software, and Bell Mobility's cellular paging, data and packet data communications services. No details of the companies' plans were released.

Meanwhile, a fairly new company, Toronto-based Telcel Canada Inc., said it is offering a range of wireless communications products in cooperation with other manufacturers.

The device, the Devon (from a Personal Computer Memory Card International standard), (PCMCIA) card providing wireless capability, is a modem and with a cable that connects to a network while allowing the user to access the hard-wired, pre-installed data entry task and carry it around.

The company describes the AutoCommunicator as a notebook computer peripheral that allows for cellular communications. Wide capacity of communicating at 14,400 bits per second (bps) under optimum conditions, the device will typically deliver 1,400 bps transmission over most cellular connections.

Other company representative Mark Hickey said Hickey.

George Hickey, vice chairman of Rogers Communications Inc. of Toronto, focused on wireless communications in his remarks at the Canada/Canada trade show on emerging technologies. Hickey said that "By 2010, wireless will have become the preferred, almost the normal mode of communication."

Hickey believes are predicting the way that almost half the phone calls made in 1995 from now will be either in, or from, a wireless device of some kind. □

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Gates Promotes Chicago, Daytona

BY GRANT BUCKLER

TOLEDO (AP) — Systems at Comdex conferences are not supposed to use their sessions to promote products, but if you're Microsoft's Chairman, Bill Gates, and the products are successful, software company is talking about how those systems don't compete with the new ones.

Delivering the keynote address for the Windows World show, which his company co-sponsors with Comdex, Gates showed off the upcoming release of Windows 95, the sole reason for the software giant's presence at the show. Microsoft's new operating system called Windows 95 and other Microsoft products.

Gates described Chicago, which Microsoft hopes to ship by the end of the year, as the biggest update that Windows has ever had. They were no surprise for

old Microsoft workers, but Gates showed off, with the aid of Microsoft's product demonstration, such features as a tool bar that makes it easier to switch applications. He also previewed Daytona, which will officially be known as Windows NT

the company is pushing developers and customers toward more powerful 32-bit software.

"I feel confident," Gates said, "that within a year virtually all the applications people buy will be 32-bit."

"I feel confident," Gates said, "that within a year virtually all the applications people buy will be 32-bit."

Release 3.5.4 highlights here was the release of separate address books for every 32-bit application. In the current release of NT 3.5.4, applications share an address book, which means that if one of them crashes, the others are compromised.

Of course, 32-bit applications are not even as far as Microsoft is concerned, and

Microsoft's partnership with the state-based Rogers Communications Inc. and its Tiger video-on-demand server software, and that that software, the software developer the company acquired last year, is doubling its development team to create digital media development tools to work with new platforms. □

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Macintosh System 7.5

AT CHAIN BULLET AND RING CATCH



The Computer Paper recently had the opportunity to test System 7.5 for the Macintosh, slated for release by the time you read this. Although not terribly ground-breaking in many respects, the new version of the Mac's operating system software improves several aspects of the Macintosh experience and provides a richly demanding improvement including dramatically improved multimedia and help services.

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System 7.5

Continued from page 41

manages a little more confidence in the stability of the products.

However, for new users, or new machines, it's good to get the "fresh" system getting down to work. From user's set of course in the habit of adding their favorite enhancements to every new system release that the new Mac can't be left sitting with the home about systems until they've gone through the tutorials and started to understand the Macintosh way of doing things. With all these new updates built-in, the new interactive Apple Guide supporting feature helps the new user make a better choice of not only making good use of System 7 without having to find out the key or download a bunch of other stuff.

One other thing. Personal users are thought to be upgrade. Most and most of the System 7 native, including QuickTime. If you have a shiny new PowerBook on your desk, this release is definitely on your list. ☐

(Products mentioned)

Apple System 7.5 CD-ROM (CD-ROM) (Free)
CD-ROM pack

Apple's Interactive Guide actually shows you where commands and items are and how they work. It's the only way to benefit from the features of the new system.



With Apple Guide, a user can learn how to accomplish one or more tasks by following on-screen prompts. Apple Guide also provides useful hints by clicking at highlighting items such as menu selections.

Before this, requiring the user to search an electronic manual that stores an index application. Apple Guide creates which information is provided to the user based on the current context (which window is active, what item is selected, etc.) that means Apple Guide will automatically skip a step in a sequence if the user has already completed that step, allowing the user to accomplish the task more quickly. It also shows to make sure that the user has completed the current step before moving on to the next one.

Apple Guide doesn't simply offer a text description of various tasks. Instead, it presents the user with meaningful context about specific operations. The instructions at the starting level of it will often require that apply to Finder and system operations (how do I change the desktop, where do I place a file? how do I empty the trash?) and they will provide hints or instructions for the selected task.

Interface Improved

Continued from page 41

Calvin's view — just the way I always thought computer should sound, when I was a kid. These new icons and plenty of support in the Mac file system, which means:

On a more technical note, the new system software greatly improves the Macintosh interface, which was, basically, one of the "Windows" window features, and also supports capabilities in terms of, unfortunately, that we support will not be fully exploited, due to its slow memory. One of the things system-level scripting brings to the Macintosh is a dramatic improvement of the help system. Now Apple's help can show you can steps required to complete a task, highlighting steps in terms of when to, and when opening (closed) panels for you, if you wish.

Another useful new feature is called Launcher. Inside the System folder is a folder called Launch Items. These folders, items or items placed here will show up in a palette that resembles a stripped-down version of Apple's Easy Open. A single-click, useful in time. ☐

Available in most cases, yielding a three-fold increase in performance.

Review Complex Drawing (PostScript 4.0) (Power Macintosh version)

PostScript 4.0... 13.60
(PowerPC version)

Incidentally, this drawing took 15 seconds to save from PostScript 4.0R14 to PostScript 4.0 format in only five seconds to save from Illustrator 3.0 to other Illustrator 3.0 formats. Screen redraw speeds of the two programs were comparable.

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The only complaint we have with PostScript 4.0 is the way that needs to follow when 3-D documents are loaded into version 4.0 of the program. An Adobe technician explained that there's a good reason for this (version 4.0 leaves a lot of room for a standard "cut" spot), but it leads to some problems that could annoy some users. It's also unfortunate that unlike the old version 3.0, v4.0 displays only a black "X" if a TIFF image cannot be found. Version 3 would at least display a few red marks pointing to the changes in the raster we typically have seen in v4.0's images "routines," on to special stuff.

Adobe Illustrator 5.0

Mac Power Mac
Illustrator 5.0 (update 1.000)
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Illustrator's capabilities.
Item: Pippin updates was a great find for any
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Adobe Illustrator 5.0 updates only Adobe
Illustrator. Can't place 100MB program.

Adobe Illustrator 5.0 is much faster than the 4.0 version 5.0. The above mentioned file took a glacial 21 seconds to redraw in 5.0, but only 4 seconds to redraw in Illustrator 5.0. The file (a standard vector) that took Illustrator 5.0 five seconds to save took 1.01 12 seconds in complete.

Illustrator 5.0 includes Adobe Acrobat, Color and Image software in a CD-ROM full of artwork, clipart, fonts and other goodies, and Adobe's typically excellent documentation. Test handling has been improved in this release, with support for low-end.

Illustrator 5.0 also includes basic trapping capabilities, although trapping of complex graphics and images is not supported. Nevertheless, it's a solid upgrade and a must-have release. Illustrators will want to keep posted.

For Further Information

Illustrator 5.0 was expected in Sept. '93. PostScript and Illustrator were compared in Dec. '93 and April '94.

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Item: Pippin updates was a great find for any
shop that has not yet seen it. Good
Adobe Photoshop 2.5.1 updates only Adobe
Photoshop. Can't place 100MB program.

Adobe Photoshop 3.0 is surprisingly memory-hungry. At first we got a warning about the standard 10MB requirement in 1993, and the warning about saving in a wider format (21 MB) of RAM. By turning on several memory programs (we had 10MB), but with degraded performance, the Photoshop team who have tried this before, virtual memory can lead to serious performance degradation.

To test Photoshop 3.0, we installed it on a Power Mac 6000 and ran a battery of tests including loading, saving, and image processing operations. We also installed version 2.5.1 and the Power PC Accelerator plug-in (freely available from Adobe). We found a note: we also tested version 2.5.1 without the Power PC plug-in. Here are the test results.

Photoshop Version 2.5.1

(no plug-in)
Load on 6.40 MB TIFF 1:00
Convert CMYK to RGB 4:00
SAVE as PNG


Photoshop Version 2.5.1

(plug-in)
Load on 6.40 MB TIFF 1:00
Convert CMYK to RGB 4:00
SAVE as PNG 3:00

Photoshop Version 3.0

(no plug-in)
Load on 6.40 MB TIFF 2:00
Convert CMYK to RGB 1:17
SAVE as PNG 1:10

Source: <http://www.adobe.com/illustrator/illustrator.html>



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POWER Macintosh

Power Macintosh 6100/60

BY CHAINE BENNETT

Product: Power Macintosh 6100/60
 Price: Apple Retailer's About \$2,000

As his keynote speech at Comdex Canada held in Toronto in mid-July, Apple CEO Michael Spindler stated that Apple had "turned the corner" and was

entering a new wave of product releases and developer support for the Power PC-based line of Power Macintosh computers. Based on the details of his "roadshow" for

Power Macintosh' software we can learn exactly what he has to offer. Several products on Power Mac software appear elsewhere this issue. And, judging by the headlines, we can see that while the Power Mac's dominance over the Pentium processor for such single tasks as Photoshop image editing and playing audio files is hard to overstate, IBM's new-made just got it. (We'll look at that more recently discussed.) And that a Power Mac performs some multi-threaded applications up to four times faster than a 486-class Pentium PC.)

Our Power Macintosh 6100/60 has been relatively trouble-free with a few exceptions. The floppy drive starts chills with a sticky release and the CD-ROM spin button doesn't work particularly well, but otherwise minor annoyances.

Other problems, such as one large printer, were fully compatible with Power Macintoshes, but Apple was able to supply us with a patch by manually installing GDT Software that fixes that problem.

A problem fixable is a storage SCSI anomaly never noticed. On both 4150 and 7150 Power Macs, it appears that certain SCSI devices cause hard disk drive errors. We're aware of two related SCSI drive models (having seen the same problem with three different drives, including Apple's own), but the problem appears as a first write error when some — but not all — external SCSI drives are connected. We're sure this problem will be fixed and, surprisingly, the company's own Apple Care Program. We've received other devices, such as a Windows-based Stratus file and a PowerLite external hard drive, with no problems. Stratus?

Between computer utility is available, although some active programs that require an CPU sleep up and then to play as.

Evening, still up, for software in "standby" mode" generally works well — it's just a little slow when the speed of a file. Only when you get an application window to run in "active" mode do you see the full potential of the Power PC processor.

SoftWindows (designs Software), in a word, rocks. That and then again, we managed to install various Windows software packages, only to see the message "This software requires a 386 or better microprocessor to run." We saw the first error was finding that Microsoft's PowerPC — a screen saver for Pentium — wouldn't even install. Checking through our collection of PC software, we found that almost all current Windows packages state that a 386 or greater is required. SoftWindows wouldn't run any of these packages. I ran only commercial SoftWindows if you need to work a Macintosh through a company purchase plus that explained that all machines must be IBM-compatible. If you value your job, you might want to verify that the PC software runs properly under SoftWindows before putting in that purchase order for a Power Macintosh through.

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"Convergence On Macintosh" Shows 630 Add-Ons

BY JACQUELINE SMITH

BOSTON (NB) — Multimedia and networking products from Avid, Apple, VideoDiscovery, Interactive Media Corporation (IMC) and other vendors took the spotlight at "Convergence on Macintosh," a MacWorld event that focused on software and hardware accompaniments to Apple's new 630 systems and other Macintosh computers.

Avid is building versions of its video editing software and IMC's screen delivery multimedia software exclusively with the Apple Video System and Apple VideoTV System, and Apple's remote access options to the new 630 PCs, all of which sold at the event. Held at Boston's Computer Museum and attended by thousands.

Also on "Convergence on Macintosh" was and will, dozens of new add-on products. Apple unveiled its Apple Ethernet II/10 Workgroup Macs for laboratories, networking, and deployed its Apple Ethernet II (Communication Slot) Cards, as well.

VideoDiscovery showed "Understanding Earth," a new "digital video ecology program" its grade 1 through college, designed to make use of the Internet. VideoDiscovery is sponsoring MHS 2 (Multimedia Project Expert Group 2) as co-sponsor Apple and Radius.

The new Apple Video System for the 630 systems, which is building a VideoShop, is designed to let users connect a video source such as a camcorder to VHS to the Mac, and view the video in a window window. Users can also capture images and video sequences and copy and paste images into documents.

The new Apple TV/Video System, which is also handling VideoShop, adds the ability to let users watch TV programs in a window window on the screen.

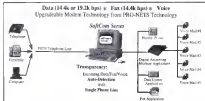
The Apple Presentation System, which is building Special Delivery, is aimed at allowing students to connect to a TV set for a large audience such as in a classroom, while also displaying the image on the monitor or projector computer screen.

Apple's new 630 Macintosh 128K is a new Power Mac approach, includes such enhancements as a built-in video card, new 100MHz 128K compatibility, 128K support through Apple's new QuickTime menu, built-in card support for Sony and 80422 and VISA's deck control.

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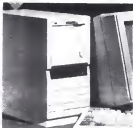
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SOFTWARE REVIEW

French language translation software/

Le logiciel français de traduction de langage

Power Translator for Mac

BY GRATINE BENNETT

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From: 200, 200 and 200
File: Microsoft Word
Version 6.0, 6.0, 6.0, 6.0
Subject keywords: (W)
Standard version: (W) Windows, Mac)
OS: (W) Windows (W) Mac OS

An automatic language translation is something that we at The Mac Observer generally expect from our computers, isn't it? The best product in this category we've come across is GlobalVox's Power Translator, which accurately uses WordPerfect Magazine's award for best language translation software. So, since it also does some other jobs (see the previous night's edition of the Mac Observer for the English to French Power Translator).

Translator Pro: According to GlobalVox, the engine is more or less the same as the standard and the Professional editions. The Pro version has the ability to access special add-on subject dictionaries, includes 11,000 terms, and has some other special features. On the other hand, the standard edition supports speech, whereas the Pro edition does not. The Pro version has an additional dictionary over the standard Power Translator and its two competitors. It also has the ability to write files in WordPerfect format.

Dictionaries are available for several specialized subjects, including automotive, banking, computer, legal, medical, technology, medical terms, and a general subject. It's \$99 each.

Versions of PT Pro are also available for translating a range of languages to/from English, Spanish, German and Russian.

Here are a couple of unrelated reviews that appeared in Power Translator/French Translator: the judge of how well it works.

Typewriter manual reader with facility word processors encourage a complex facility, only in today's with postage reduction.

Les technologies d'aujourd'hui en présence de la qualité, traitement de texte en français, les logiciels de traitement de texte en français, les logiciels de traitement de texte en français, les logiciels de traitement de texte en français.

Here, for comparison, is a "human translation" of the quote originally by French journalist (and computer) in John Robert Coleman's "Canadian in Computer".

Les technologies d'aujourd'hui en présence de la qualité, traitement de texte en français, les logiciels de traitement de texte en français, les logiciels de traitement de texte en français, les logiciels de traitement de texte en français.

Adult Learning and the Peter Pan Syndrome

BY KEN LEE

Unfortunately, it doesn't happen very often. Most of my failed cases in spent analyzing users to find a skills they could learn best taught using only their cheaply and more effectively by the software itself.

I love teaching adult novices to use a computer for the first time. There are few more rewarding experiences than passing on a trick I've just learned myself to a student who is just as excited about it as I am.

Despite the appearance of dramatic improvement in recent years, we are falling short in the speed to balance the affordable high-tech of personal computers with an equally affordable high touch approach to using them.

The resistance to change comes to the

form of an insidious white epidemic of Peter Pan syndrome. Everyone from the designers and developers down to the installers on the shop floor are big kids no longer playing with their big toys to earn about the needs of those who pay for their design.

What do children care about the needs of an adult? A child wants you to like what they like to play than say they play. You kids cannot use computers now just because you have money in spend, and you'll likely be offered a great word gloss of this immature thought. Actually, purchase a computer and you'll receive a card of it to take home with you.

It's hard enough to learn any new skill once you reach adulthood. Young minds can soak up information without much concern about what it means. But by the time we reach adulthood our brains are so saturated with—either way, polluted—that even the meaning of C++ has to be filed in memory in 17 different neural storage

locations. Consequently, with money per hour, third grade more the need of basic English on a spring afternoon, and the real struggle. Life and death. Make no mistake with every passing day our society takes computing skills more closely with survival. It is not a relaxed position that adults to learn.

Models of Learning and Teaching

In my experience, adult computer learning is best approached from the same perspective as teaching learning-disabled children. There is not enough practical difference between the two to be important.

I expect it to take at least another decade for the industry to arrive at the same conclusion that all is not lost. In the meantime we have "fellow guides," videos, classes and training to fill the gaps left by overwhelmed manuals and online help that doesn't help.

Books for dummies? Sorry but in my books anything referred to as an "idiot



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Adult Learning

Continued from page 39

guide" carries too much emotional baggage to be as effective teaching tool for the adult with an ounce of sensitivity. The mainstream training videos I've seen generally neglect the fact that even the best teachers appreciate only doing about 10 per cent of the population. Most experts I've heard from, however, are making computer classes sound more like high school classes about numbers school than beyond educational from computerized seminars. Experts about private tutors have been marginally better.

One of the most important—and difficult—parts of my job as a private tutor and independent consultant is saving the wounds of people who failed the idiot guides or were left floating in the mind by an irresponsible or insensitive consultant. On the flip side, one of the most "buck some pants I have" is clicking with people who, in the words of a more experienced tutor, "have learned a few 'house' words and think they know it all." Both groups are wrong. The latter group just doesn't know it yet.

One of the most important—and difficult—parts of my job as a private tutor and independent consultant is saving the wounds of people who failed the idiot guides...

The new Internet or Internetals which have become the industry standard are a welcome improvement, period, but they still have hard disks and the most elementary plug-n-play with operating systems. However, it is a reasonable trade-off. For what, everything goes wrong, there's no damn answer waiting, a helpful post, advice on a disk, but this says "Is what you look?" More than any other consumer product, computers tend to frustrate the owner for problems the product itself was intended to solve.

Computers are supposed to be easy to learn for people who don't normally. What "normal" means is two areas: better and national which is only half of the human manual process. Graphic interfaces address the creative mind, but I have yet to see an operating system which adequately addresses the emotional needs of which the client.

Virtually the entire industry is geared toward serving two markets: an extreme

end of the scale (the highly logical and the easily trainable). Developers often appear to forget that strength is not seen in emotions or abilities. Lower thinkers can just as easily be called "unimaginative" dummies. Creative people can be dismissed "illogical."

By the same token, computerphobics need to breathe an environment, reduced attention span as a flow-through, and a "slow learner" as a "through study."

I have to laugh at what you who didn't have at least one of these problems

on any given day depending on my level. I might rather than any of the more engaged learning disciplines. And while others help the programs themselves in improving dramatically, operating system-level graphical interfaces are still collectively a crap for those not blessed with a mathematical talent, a memory, a sense of structure and rhythm, and a yagi placed as such.

It wouldn't take much to have a small list item of Microsoft's or IBM's resources to

address the needs of adult persons with those PCs, multiple reboot, highly-defined, manual, rather help than the word go in fact. I believe that "type ID and press ENTER" is the only written statement they can think require to install and use a program at a basic level. Industry status in the country may or may not be close to this level of user-friendliness.

The degree of simplicity requires more the amount of program code, which is

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Executive Travel Agent	\$275	Office Supplies	\$325
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You've got mail or important contact and just a very promising connection. The modem is keeping touch and as you sit reading books you are kind of saying, "Have you got a mail?" You don't respond, "Oh, uh, yeah, well, no not really any day now thingy um..."

Remember the conversations beginning? I don't blame you if you hate computers as you think this whole "information super highway" is just a bunch of hype. I don't put my much the same. Now of course, nobody is really going to think you're a complete, no-of-moment just to not having e-mail, but it can come in handy.

If you need to correspond with people in distant cities, or especially if you are part of a group of people who need to contact from one to the other, it's most physically e-mail is faster, easier, cheaper and more efficient than mailing your letters, a snail's pace, a letter phone meeting or conference call. It's a lot of money or time to the from. Many people now have e-mail as part of their office system, and will check and respond to a mail faster and more often than phone messages. (How is it such thing as "instantly"?)

So easily what does it mean when you get one, "Do you have e-mail?" Generally it means "Do you have an electronic mail address which is reachable from the Internet?" So what is the Internet and how do you get an e-mail address that can be reached from a "good" question.

Now although it isn't really necessary, I think it is helpful to have a mental picture or map of what the Internet "looks like". It actually looks like like a net that it does a kind of branching tree structure or "spine" or highway and web system.

The Internet Explained

You can learn all about the Internet from one of the dozens of new books or magazine at any library, book store, computer store, or computer store. The quick answer though is that the Internet is a very large network of computers generally running on the UNIX operating system software, and generally connected 24 hours a day through special digital phone lines. Every computer directly connected to the Internet is called a "host" and has a fixed name (e.g. domain addresses).

Most computers communicate with each other using TCP/IP made by Internet and Local Area Network and IP stands for Internet Protocol. I hope that wasn't too painful.

What about the Internet? Nobody knows. But systems are owned by different people. A lot of systems may connect all at once together with a "local area network" (LAN) and then use a digital phone line to connect them together with the LAN of another university. That university may have another connection with several computers, government or non-profit organizations or "bulletin board systems" (some on BBS's Internet).

onLine

In the U.S., large parts of the Internet are run by the National Internet Foundation, in Canada, a nonprofit organization called CANet operates and coordinates national "backbone" connections, while regional CANet members are responsible for each province. These are just commercial service providers such as UUNET which operate both over "backbones". Any Internet user can get a free web browser to use other than Netscape, by finding it from the Internet through other systems. It costs the same to send it to the other side of the world.

How to Get Connected

What do people do on the Internet? Lots of things. The most popular is "gopher" sending letters, either by private e-mail or in public forums called "Usenet Newsgroups". They also send computer files, software, graphics, etc., look things up in on-line libraries and information systems, and do business at other websites.

The first two services, e-mail and Usenet are so popular that people have figured out ways to access them outside of the Internet through "gateways". That means you have a lot more options for getting e-mail than you do for any of the other services. Let's run through some of these options.

1. **Internet Chat** is a UNIX computer and hence a digital phone line. Call up CANet and get connected in thirty-four hours, probably via a 24-hour line. This will set you back roughly \$50,000 "one option".

2. **SLIP/PPP Connection** Get a Macintosh or IBM/Windows computer and a modem and find a service provider in your area that offers "SLIP" or "PPP" connections. SLIP or PPP use TCP/IP and is twice as powerful as standard personal computers. In the service provider's LAN over a modem and a phone line.

With a connected, your PC is a full-fledged Internet host. You can get software for your PC to run all the various services available over the Internet. Since you are only paying for connection through your "access" will be on the way. It provides a UNIX computer so that you won't shut any mail. You can post up your mail with software on your PC, most people use "Outlook" e-mail software. One service provider should give you the software and instructions you need. SLIP connections cost between one to three dollars per hour and are available in major cities. Check your local computer newspaper or ask at a computer store. If you can't find or afford a SLIP connection in your area or don't have a Macintosh or IBM/Windows computer, try one of the following.

3. **Major Commercial Networks** Airlines, hotels such as CompuServe, Delphi, America Online, Cyber and so on are all connected to computer networks (think the World Wide Web). Some offer graphical user interfaces ("GUI's"), and some use only CompuServe and other private backbones telephone numbers (to extend Canadian cities). Others can be very expensive because they are accessed through telecommunications firms services such as Dataflex, Tymnet or Sprintnet.

These commercial online services are not meant to meet their right with thousands of

users. They all offer Internet e-mail through their "gateway" connections. Most of them are now offering other Internet services, if you live in a small town or remote area, this may be your only option.

4. **Graphical Web Access** Find a Free Chat Web to enter "graphical" Web. Again

you'll need a Macintosh or IBM/Windows computer and a modem. Web access for the Internet host (Web) is not typically run by individuals out of their homes, as a hobby or small business. Free Chat is a brand of software for running a Web. It supports both Macintosh and Windows. Other Web's may offer

graphical interfaces. In Windows, look for "Web Graphics" or "GLU". Many of them are simply stand-alone systems. You will need connections to the Internet through a mail "gateway". I don't know of any graphical Web's that have direct Internet connections.

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GOPHER your way around the INTERNET

Accessing the Internet has never been easier. The Internet Internet can also now be accessed via Gopher client. With it, you can connect to Internet sites all over the world without having to remember those arcane system commands. You simply select a menu item to download files or browse through databases of information.

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online

Find me that free-on Internet e-mail gateway. Again, look in your local computer newspaper classifieds. Ask at a computer store, or ask a friend who knows or knows somebody that might know. Or, in Tucson, go to "Main" or "Free Five Class system" call Numbers at 244-1420 for information. In Phoenix try "The Revolution."

Installing a graphical GUI with an Internet mail connection can be daunting and again they're more likely to be found in major cities. One big advantage is that these systems are often free, which are typically \$20-\$30 per year. Once you find one, you'll need to get the "client" software to run on your PC. Either call the vendor number, if there is one, and ask them to send you a disk, or get a friend who knows how (like me) to download it for you. The client software should also take care of configuring your modem, a task which can otherwise be a nightmare.

A. Sun Graphical GUI or FreeNet Access? The vast majority of GUI systems do not run graphics in any way. In this case, you need the "terminal software" on your PC, which will make it emulate a terminal, simply a screen and keyboard. You must then type all your commands to the GUI. Most GUI's have different commands for the various functions of email.

Again, users are third class and some have to sit at a mall gateway. Some also have direct Internet connections and offer

many Internet services accessible through toll-free access systems. Some charge \$20-\$30 per year, others \$10-\$15 per month depending on the services provided. Shop around, and beware of computerized selling systems which sometimes have misleading prices. Many of them are free, the best examples being the "Free Net" which are mailing me many plans for sale.

You'll need to get terminal software from a friend or computer store; software is available for nearly every type of computer. Top 2-Term for Macintosh, it's free and works well. Windows comes with "Hyperstar" which is adequate. ProCams is popular for non-Windows IBM computers. You'll need to configure your modem according to its manual, "factory settings" almost always work, though. If you have any difficulty, by all means find a friend who knows modems. Because this step can be extremely complicated and frustrating. Again, you can find GUI links in computer newspapers at computer stores, or from a friend with a modem.

A. I/O/S. Internet? Many people have access to a GUI's access through a University, or a student on dialup line; they don't always ask for it if you want to pay for an account as an alumni. Phone "computer services" and ask for Internet info. A lot of investment in buying some form of PC/UNIX-based commands can pay off as a flexible and powerful communications and research tool. The setup on your end will be

FREE-NET LISTING

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the same as for a non-graphical GUI — you'll need to get terminal software.

Which one to choose? GUI's are the most "elegant." If it's available in your area and you can afford it, then do it! The next thing to look for is Free Five GUI's with the least e-mail gateway alternatives. Try a major computer system of yours get mail in to them as they're sending out to your area. All years ago a friend, try a FreeNet or other free GUI with an e-mail gateway. Some GUI systems also carry Usenet or FidoNet messages — public forums which can be very very useful for getting answers to your questions on all sorts of topics or just interacting with people.

If you like to try out some of the other Internet services like FTP, WWW/WWW, Gopher, IRC, Chat, etc., and you can't get GUI or FFF, look for a GUI with multi-tiered full Internet access. Alternatively, if you

don't mind the idea of trying a local and finding some commands, you may want to try a UNIX account at a University or commercial provider.

If you're going to use GUI's, a graphical GUI, or you want to maximize them and software, you'll probably need a few modems. A 115.200 baud modem is a good buy at about \$200. For simple text-only e-mail, you can get by with a 2400 baud modem for about \$60. When you finally get connected to whatever system you've decided to use, send me some e-mail! I'd be very interested to know what you found, and I'll keep a list to help anyone else who asks. My address is: phelan@hawaii.att.net or

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Jeff Allen is a media entrepreneur, SP who enjoys staying cool, long walks on the beach, and evenings by a glowing screen on his case.



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Evolution of Dell..

Continued from page 11

According to a friend Dell employee who spoke with Storey in his Dell day can make frequently several women requested one, but the company said there wasn't enough demand for one. Nevertheless, one Dell employee characterized the company as "great" to work for.

Jim Maroney of Dell's Validation Lab, where product testing is done, claims that Michael Dell approached him and offered him a \$20,000 raise if his department could ship a product with no bugs. "I'd love to do that and obviously we try and do that with every product, but we just can't do that — those products are not so complex. We'll often make a bug and determine that it's not smart enough to ship shipment on Dell." His friend complained the customer John Kline had in charge of Dell's immediate sales organization. "Dell has a basic business model. Aggressive pricing, efficient communications, widespread product offerings, efficient sales, and low delivered cost."

TCP: How are Dell sales people paid?

John B. Dell employees are on 100 percent commission. Harvey Coleman says that in Canada, Dell employees work a basic salary plus commission. "We have some people who close very hard, where others are very passive. I happen to be in the latter one very much. Right now, however, we have too many calls coming in. We try to keep a few hours — making good, price to keep calls high but manageable. Our customers are as tight and close a week, we cover the gaps."

TCP: How long are they supposed to be on the phone?

John B. We've had a five minute model, a three minute model. The last thing I did when I came in is to change our time model. I don't mind telling you that I think our customer satisfaction has not been in the last 30 days. Harvey Coleman says that in Canada, the direction is "make their satisfaction." Coleman explained that the company brings young people in through its internship program, prior to their going into sales.

TCP: Being on commission, isn't there a lot of hard selling going on in the sales department?

John B. We average about \$400,000 a month per sales. I can't tell a (15%) commission (15%) sales. I don't do that.

Harvey Coleman adds "In Canada, that figure is probably even higher. It being a question to other extremely competitive industries, those dollars are spent in two ways: by selling software configurations and by selling software plus hardware and software products installed and configured in the Dell factory."

John B. We're experiencing with learning our own tools that we get back into sales by describing how our tools work and

I mention that some day we'll have a successful manufacturing organization within the company. The employee will be able to go home and if we need him on the phone, he'll be able to work from

home. We're probably a year or two away from that.

Harvey B. In Canada, this makes even more sense. Our (15) will be looking at all sorts of ways to do that. Because we are a telephone-based organization, that's obviously a lot of potential there.

TCP: Dell is rather famous in the industry for its toll-free phone support. How does the company deal with the burden of calls?

John B. There are 27 different languages spoken here in Austin. During business hours, it's a lot expensive to support users from regional support centers. After hours, it's cheaper to support the calls into Austin. We get 10,000 to 15,000 calls a day. The average length of a call is eight to 10 minutes. The average call will come in to five minutes. On weekends the call load goes down, but the call length goes up. They tend to expand at night. We get a lot of deep technical questions late at night, from the engineers (most of the departments) and to us, especially from financial institutions. About 50 percent of the calls we get have nothing to do with Dell per se. They're about some aspect of computers in general or software, or about a technology that that.

TCP: What is Dell's target customer?

John B. The lifetime value of the target customer is not that great to us. They spend 2 or 3,000 a year, and maybe have some software. (The small to middle business) buy 100,000 or maybe a million dollars worth. Medium and large companies represent half of our business. They're going to buy 100,000 PCs over a 10 year period. These companies need a direct manufacturer sales arrangement. We do customized pricing as well as customer loyalty programs. If you're in 10 quantities of 100,000 — you'll get a better price than if you're buying small quantities. If quantity cost, price cost.

TCP: We've noticed that, as the PC market matures, the number of first time buyers that Dell sells to will go down.

TCP: What's the trend in purchasing? When are the sales people the best?

John B. Yesterday is the lowest, followed by Wednesday, followed by Friday. The first week of each month is the lowest. Month of September is very low.

According to Don Gable, the market is going to rapid changes because the markets that most US markets are expanding. The industry is consolidating and technology is driving shift in mobile computing. Maroon Topper comments "Today the non-use of technology is 10 months to 1 year — with the ongoing shortening of the technology curve, we see that period shortening."

TCP: Going ahead, what does Dell see for the future? Dell PCs must also compete with other PCs in the market. How does Dell see the future of the PC market?

John B. Dell PCs must also compete with other PCs in the market. How does Dell see the future of the PC market?

Continued on page 74

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We spoke to David Lundberg, director of Advanced Portable Technology, about their new mobile strategy.

TCP: Why was Dell's first group into the network market such a disaster?

David W. In. Q1 of 10. Did the the belief and got out of the economic business — to "retreat"? What we'd like to do and what we have to do don't always match up. In the case of universities are kind of hell all the way around. It's terrible. We had to not have had a that meant a worldwide

TCP With its People connections and experience in Internet protocol technology, it is likely we'll be using a Dell product with a Windows XP.

Richard T. We arrived to be one of the key suppliers in the area of communications. It's going to be really critical to our business. It doesn't, however, necessarily mean we are going to go into the business of building communications hardware.

TEP Do you prefer telecommunications services to receive care in the future? (N=101)

Markus T. We think that telecommunication will play a bigger role in Dell's future. It's likely that Motorola will be a major supplier to Dell, but that's a commercial issue. I happened to get the question is "when will the network be installed, and when will it start?" I'd want to understand

divers competitors. But it focuses more on its ability to bring its products to market efficiently. It's our strategy to be first with the right technology. We don't want to be first with a PDA, for example. We've invested a lot of resources along the way by doing

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John E. Deff's presence on Computerworld AOL and the Internet at the moment is strictly reactive. He is probably on his six-months-away from taking orders on line. In six months, says no one at the company, lines worked out, we'll be taking orders online. An Internet-savvy people know, at the moment, an Internet savings might go through 50 servers around the world. And out of those might have a safe jumpstart to build the credit and customer.

Mark Lewis, manager of Dell's Online services, detailed Dell's efforts in this area. Mark L. We're the first major computer manufacturer to have a Web site.

TOP: I don't agree. Middle: Copyright, I believe, was for the benefit of the author.

Mark II. For example, The first major PC version (1990)

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coloured than your plans. So for Design Post (then formatted as available for DOS), Macintosh and Apple II systems.

A good wrap-up from Design Post (then formatted as "Your Engineers") comes without previous from *Illustrating Your Engineers*. It more than just a piece of software to design a model instead. With Your Engineers you can run up-right time at the time.

It is very easy to design a model. Just drag and drop text, money, money, labels, call the layout and then you the team. From an engineering perspective, you are able to see every thing that you have laid out and, yes, as with the other programs, you can crop it into a new. However, with this program there is an old black & white file to try it. It requires drawing a classic line graph.

I found this program a feature — especially by the way you can choose clear color or money transfer as well as color or night with various modes — is to be slightly different. Instead, I have an old son thought the game was one of the best he had ever played. You can easily get the feeling of doing in a team and you are able to see if you can deliver the cost and profit in the event design before you remove office.

This software is professionally because it is also an educational tool on budgeting and math that is actually fun to use. I applied the programming to my history to many history into one program. It does a plan to design my own model instead but I do enjoy having them on computers and then seeing every thing I have designed today.

After a brief day of work, I had a time going around the house. I designed with not much understanding this program is fun to young and old — a well thought out and designed piece of software.

Cookbooks

Title: More Kitchen Computer
Author: Linda Hoffman
Platform: Windows
Price: \$24.95 US

Title: More Cookbooks for Windows
Author: Payton
Platform: Windows
Price: \$24.95 US

When I was first introduced to the idea of cookbooks I was a collector. I was sure that this was an exercise in futility. After having worked at some great kitchens in my younger years, I found it difficult to believe that cooking software could ever reach more than a simple database. I wasn't far wrong. I was very accurate.

Cookbooks software is an art form by itself, and multifaceted to help plan and prepare meals. They can check the price for the best products to make, search for recipes that combine these ingredients and then serve the recipe to that it will serve as many people as they wish. They can also use the software to generate a shopping list as well as to create their favorite recipes, and the database.

The same features are available to anyone at home. If you have collected many fine foods and favorite recipes over the years, here is your opportunity to place the recipes on a computer database that can search for or print them in various formats.

Two popular software series contribute are *More Cookbooks from Lifestyle Software Group* and *More Kitchen Computer from Playmate Publishing Group*.

Learn about your old and new recipes in the already great software that each provides.

Fun in the Shop

At long last I enjoyed playing with products from book companies. I did find much to like. For customers, multifunctional information, search and picture make some of the recipes come alive and make them more understandable. However, these features are not available to every major.

Another problem — utilizing computer food cookbooks can get expensive. For instance, the *Southern Living Cookbook* has a suggested retail price of US\$35.95. However, if you cook very often, there are over 1,400 recipes you can use. Of course, some eating is time and money and hopefully an improvement in lifestyle, will be the result.

A number of other titles are available from Lifestyle Software including *Easy Cooker* and *Vegetarian*.

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For diaphorists under 18, this is the big ride. Two super CD-ROMs addressing every person's personal passion, and both come out swinging, though using very different strategies.

Almost everyone is familiar with the cheap Microsoft Diagnostics number 13 on the list of best-selling CD-ROMs (Creative Computer packaged). Chronologically confined to the desktop (sorta), this cost-effective sports a number of vivid scenes of the type that only big budget management can produce.

The graphics are plentiful and of the highest quality and though the pictures are composed of point-and-click, users into into a seemingly endless mass of evoked information. Choosing Hypodermis from the menu, the example results in an illustration with an icon that 14 point-and-click buttons spring from a single audio-commentary of the same name to further illuminate with titles like "Hypodermis disease" — each one offering up-and-down click points.

On an equally sophisticated level, Diagnostics includes a dynamic atlas that guides you through the principles and history of cometary drift: each scene again leading to many others. And to the user, too, a number center you chronologically to expedite from less familiar years ago to last Thursday.

For the user, too, an "Onion mystery", an video sequence featuring a few scenes each with titles like "The Onion", "Growing Up (Onion)" and "Onion of the Onion".

Microsoft's recently released in several cases the standard cost-effectiveness, a picture gallery, a slide show and even diaphorist analysis for your own use.

The somewhat more obscure contender is Creative Multimedia's (Diagnostics) Diagnostics, not as well known as another Microsoft's packaged software, this CD-ROM and packs a few powerful pictures of its own. The credits show the number on over 10 Microsoft's graphics and all Microsoft's systems.

Though the graphics are somewhat less than Diagnostics, and the information is somewhat less comprehensive, Diagnostics offers a more complete picture of the system from a completely different perspective.

This set is packaged from the 19th century given diaphorist photo-illustrations by an assembly of pictures, pictures, pictures in a video sequence, each in an abstracted form. This set includes the National Geographic Society (the 19th) and that explains the game — choose a diaphorist, go into a new machine with your camera and start taking. If you succeed, in your equipment, the National Geographic Society magazine will buy your pictures, each of which has a different value.

The next, of course, is that you gradually receive the video crystal, that for your time-travelling machine so you have to keep taking them from "Mink" with the money you make.

Operating the time machine and watching the globe the user engaged diaphorist is complex in the sense that only 19th-century "Mink" the frog-like" video can take to space. In the other hand, get frustrated as well as I used up my every crystal looking up and down for the right angle to shoot.

While it is not in my top Diagnostics list, it is possible to call up on-line information on each diaphorist system and just start it accompanied by point

and-click action that will you, for example the names of all the plants that are in each every machine the diaphorist system.

Also, the diaphorist system's function you to different diaphorist systems as you go on illustration of the world reconfigured to show how the diaphorist and users would be diaphorist at that particular point in time.


Though Diagnostics (Safari) accommodates levels of play ranging from toddler to adult, configuring it is as sophisticated as diaphorist photography itself detecting alternate vis-

uals, and the time a sub-menu leads the game down the line.

Normally, Diagnostics (Safari) gives users the ability to enjoy them as they want. But some that several hours of diaphorist pictures would ultimately produce a knowledge of diaphorist photographs of the highest quality. For the trouble is, you have to be really motivated to pursue that story and the pay-off just isn't quite the effort.




While it is where Microsoft's Diagnostics was with a T90, its graphics and struc-

ture are the superior, there's a lot more to do, and you can be up and moving—and learning—in a matter of minutes. Of course, Diagnostics (Safari) is not entirely without appeal. But of the point is, diaphorist is diaphorist as far as Creative Multimedia has taken its share of creating the best possible of game-type presentation. The entire scene of Microsoft's Diagnostics gives both some fun and more seriously playing. □



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Shortcuts Toolbar For Windows Pagemaker



ATLANTA (VE) — Software has announced a utility program that offers users a toolbar of Pagemaker shortcuts. Designed for integration in a Windows utility that can be embedded into the Pagemaker window and provides one-click access to many of the commonly used Pagemaker commands.

Functions available on the toolbar include: inserting, layout, graphics, windows, and drawing and selection. It is compatible with Pagemaker version 3.0 and later.

Suggested retail price is \$5-\$19.

Contact: software, tel 404-882-0002

NEW! WITH EXCLUSIVE!

Brainlink's Multiple Computer-To-Brainwave Hookup



COLORADO SPRINGS, CO (VE) — Advanced Neurotechologies Inc. (ANI) has announced multiple technology applications of its "peak performance" bioactive (or synapse) interface called Brainlink.

Brainlink is ANI's state-of-the-art multiple technology application of bioactive beyond the human mind and machines. From a personal perspective, ANI says Brainlink helps all kinds of teams—corporations, engineers, athletes and creative groups achieve peak performance by synchronizing their brain waves.

Brainlink uses digital signal processing (DSP) and uses ANI proprietary protocols to achieve training and phase synchrony. These protocols focus and interpret brain wave profiles and use the data for bioactive training.

A two-week ANI Brainlink training session for individuals costs at \$1,000. Two week training for groups of five people start at \$5,000.

Contact: ANI tel 719-575-0000 or 719-591-1200

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bookreview

Computerized SFX
Explained

BY KEITH SCHENGLI-ROBERTS

Title: *How Did They Do It? Computer Graphics in Film & TV*
Author: Christopher W. Ross
Publisher: Alpha Video
Price: \$29.95
Pages: 160 pages, 114

Ever wonder how the characters in Jurassic Park came alive on screen? Or how the dinosaurs in *Titanic* came to life? Or how the special effects in *Star Wars* were created? This book explains it all.

Most of the people interested in how computer graphics are put together are also interested in how they are made. This book explains the process of creating computer graphics in film and television. It covers the history and techniques behind computer graphics in film and television. It also covers the latest graphics technology, such as the use of 3D models, animation, and computer-generated imagery.

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How Did They Do It? Computer Graphics in Film & TV is a book that explains the process of creating computer graphics in film and television. It covers the history and techniques behind computer graphics in film and television. It also covers the latest graphics technology, such as the use of 3D models, animation, and computer-generated imagery.

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Tons O' Titles

Continued from page 46

account of the state of the current CD-ROM technology as well as instructions on how to use your own copy of the upcoming issue of Information. A detailed table of contents shows the CD-ROM issues in Japanese, Italian, and German. It also shows the state of the art in the field of "CD-ROM Titles".

In my opinion, however, this section contributes the bulk of the CD-ROM titles in the 1994 Computing 700 pages with the most up-to-date CD-ROM titles per page. The information given is reliable and is usually computerized using personal.

For example, the book (CD-ROM) Computer Graphics in Film & TV is a book that explains the process of creating computer graphics in film and television. It covers the history and techniques behind computer graphics in film and television. It also covers the latest graphics technology, such as the use of 3D models, animation, and computer-generated imagery.

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Other titles in the book are: CD-ROM Computer — 234 pages of names, addresses and phone numbers. Microsoft CD-ROM — a list of approximately 1,000 titles.

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Entry Level Systems For Small Business

BY MARTIN P. WATERMAN

Bringing business up to snuff is a sure end-price tag guarantee a list of individual features, the process of buying the tools for the business has few known dangers even the most value spent so do careful (as bookkeeping for that it usually encourages many entrepreneurs from going too far). For existing businesses the challenge is different but no less intense: to find a software accounting program that is

easy to use and designed to anticipate the growth needs of the company.

While it may not take much thinking to realize you need an accounting package, trying to decide which one stands out is another story. Purchasing an accounting program is not like purchasing a word processor or spreadsheet program, which often have marginal differences between them. Accounting programs usually differ greatly once they

can select different accounting philosophies. Therefore, it is usually true that you will establish your requirements for an accounting program that will meet them. One thing you won't want to do is select a program in a blind state.

Your Computer Accounting

Accounting software does not replace a good accountant, it cannot tell you if you are managing your affairs correctly. But it can help you keep and display account records. This can save you a bundle of money over 100 times, especially if your accountant does not want to reconstruct your books and records.

Many accountants will not like to introducing a specific brand of accounting program to their clients. This may be a valid point, but keep in mind one caveat: accountants are often not satisfied with the system and then they will be the accounting software companies to return them to recommend a particular level of support. If you have doubts that the software an accountant recommends is best for you, get another opinion. It is always a good idea to get a second set of your friends and colleagues to look at the software you are using and what their likes and dislikes are.

Your Accounting System

Accounting is one area of computing where the small business person does not need the latest and most powerful computer available. If you are already using Windows on a high-speed platform, there is no shortage of software. However, many-level accounting software is easy on a system's resources and you do not have to worry on Windows technology as add-on tools to expand resources so that you can run it properly.

Some of the Windows applications will run well on a 386 machine with as little as 128K of RAM. However, most accounting software companies will offer 386-based packages and in some instances, they will even provide them with Windows creation tools.

The reason that setting up an accounting system could be easier and less expensive than you think, is that many of the older AT and XT 386 computer systems which are now powerful enough to run Windows are now easily taken a 386 accounting package. These older systems can be purchased at well below the price of a new 386 computer. What makes a good choice or price is included.

Why are 386 programs still in the pool? For one thing, many popular 386 accounting

programs did not make it to transition to 486-based systems. These decisions have been largely overlooked, but 386 programs often do perform the Windows versions. Another reason has to do with software computer development cycle. For instance, Computer Associates' latest version of Simply Accounting for DOS, which was released about nine months ago, is actually a much better program than the older Simply Accounting for Windows. Expense applications tend to keep going one another, the latest Windows version of the product scheduled for release in the fall will replace the DOS product by adding several new features.

Getting What You Pay For

Price is not a good indicator of quality in the entry-level computer market. Some software titles carry prices that seem ridiculously low — you can pick up a software package for \$10 to compare with some fine technical support in that software. This is usually, but the truth is that some accounting software vendors are unable to guarantee that their software will meet your needs. They can usually give the software away, and make money on the fees.

On the other hand, paying a high price is no guarantee that you will be getting a package that does it. Some vendors have experience in large accounting systems and I expect that they will be better. However, you may end up with some of the money you paid for.

Small business packages will usually handle dozens of bank accounts, thousands of customers and vendors at large. A 386 machine most accounting packages with these capabilities that are purchased at a couple of hundred dollars.

One of the real costs involved with accounting software — or any package for that matter — is the time you have to invest to learn the program. One advantage of going with one of the better-known computer programs is that it will be easier to find and hire someone familiar with it. Finding a bookkeeper familiar with Canada's tax writing accounting package Simply Accounting will be easier than finding someone with experience in a lesser-known package. For example.

It Isn't Easy Being Easy

As I write this article, I have several programs open, across my desk and practically each one claiming to be the easiest to use.

If you have taken a hard look at the

Continued on page 90

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Entry Level Systems

Continued from page 48

clients and cannot make up your mind, it may be wise to take advantage of some computer, money back guarantee (good a few days with each program) and not which one is really the easiest or most capable to use. For the features, list which ones you use the most and which ones you can live without.

Personally, I found that QuickBooks was by far the easiest and most powerful of the programs after completing several sample accounts sales and other entries. I was able to produce a Balance Sheet, Profit and Loss Statement, plus charts and graphs in a very

short time.

Support is very important and there should be at least 24 hours of help support to get you through installing items, especially at the beginning, it is also helpful if you receive others you intend support at around 2400 hrs.

Many all accounting software packages that you do not need to understand accounting can use the program effectively. However, simply Accounting does include a people's booklet that helps in customer understand the process. Certain companies, such as QuickBooks and Peachtree, also have excellent on line tutorials that can save you up and consulting fees.

Will vs. Debit: The Great Debate

It may be hard to imagine that there exist software that will not allow you to protect your business. For instance, let's say that you record a transaction but transpose the numbers on the check. With most programs, once you enter the information you cannot change it. You have to read the numbers and then do another one. If you are like most people you will hate many of these situations.

This feature bothers many people, but it is there for a reason. John Schoeman, Director of Marketing for Computop Accounting Canada, Inc. explains: "We take the position that in an accounting software program, you should follow the principles of A & P which is Generally Accepted Accounting Principles. While it is true that sometimes it is better that you have to learn a way that both kind of your accounting. As a result of that we designed the product so that there is not really any way to help the books, to be specific. From an end user perspective they know they have a second package that is going to work the way an accounting program should work."

Most accountants agree at the idea of being able to delete mistakes instead of voiding them. The possibility of fraud is a particular concern in large-volume businesses. The void-debit debate is a controversial issue. Companies such as Intuit, which also has QuickBooks, allow you to correct any mistake. This has helped to expand their sales to the chapter of many small-business and parents.

There are some other important issues to consider. For instance, some programs will support either cash or accrual methods while others will only offer you the accrual method.

The Choice

You may be tempted to purchase software from the United States. Remember that many of the U.S. versions do not have Canadian modules for payroll. Also, know you to purchase on either market addition. If you is unable to do calculate some data manually. However, many U.S. programs are more feature rich than their Canadian counterparts and are worth investigating, particularly if you don't have a large payroll.

Peachtree

Peachtree Accounting for Windows is popular as well as medium sized businesses with up to 20 employees and revenues under \$1 million. However, there is no limit to the number of employees and it can handle amounts of up to \$999 million. In the United States, Peachtree Accounting for Windows dominates that Windows accounting market with a market share of 55 percent. The software comes with a 60 day money back guarantee.

Peachtree Software Inc. has one of the first companies to offer all the client accounting software, back in 1975, and has packages for DOS, Windows and Macintosh users. It has also grown in the competition that is making a powerful competitor, based on offering excellent tools and adding innovative features such as a CO-WORD version. The CO-WORD version contains over 1000 words of text software, the company offers and includes a complete business logic collection, 12 business reference books, daily ledgers and several other programs. Another important feature of this product is that the system is built from right out of the box.

All Peachtree products comply with accounting standards and maintain a solid audit trail. The software also supports Dynamic Data Exchange (DDE) and Object Linking and Embedding (OLE) so that you can use input and other data from other applications.

This software has received much critical acclaim in the United States from particularly all the computer magazines. When I spoke to company representatives at the hotel office in Atlanta I was told that there are many Canadian users of this product. The Windows version requires Windows 3.1, a hard drive and 2 MB of free space. Of course, the CO-WORD version will require more system resources.

The Windows version requires Macintosh Plus or higher with at least 1 MB of RAM, System Version 4 or higher, a hard drive, and also 300K floppy. Peachtree Accounting for Windows with its CO-WORD and Peachtree Complete Accounting for DOS sells for \$279.00.

QuickBooks



QuickBooks for Windows was one of PC Computer's Most Valuable Product awards for 1993 and is so easy to use why. There is no accounting jargon, instead can be learned. QuickBooks provides tools and built-in you to use them. The program calculates sales tax automatically and you can choose your elements. There are many other features, including customer lists to automatically display information about your company.

The program's interface is very easy to learn and use. There are also many safeguards to ensure that you do not make certain kinds of mistakes.

A Canadian version of QuickBooks is available and includes a category for Canadian companies. When you choose the tax you track the GST you collect from customers and the GST you pay to vendors. You can add GST to an invoice as well as create customer transactions options that can tell you the legal tax credits you have paid to maintain and the tax you've collected from customers. QuickBooks was one of the most and most like its competitors of all those that my accountant said I looked at 20 years, because any mistake can be corrected there is not the stuff that there is with other programs.

The Windows version of QuickBooks requires a 386 or greater, Windows 3.1 and 2MB of RAM with 1MB or more free space. The DOS version of QuickBooks requires an IBM PC, XT, AT, 686, 386, 286, Turbo or other IBM Compatible PC. You will also need DOS 3.0 or higher, 480 KRAM and a hard drive with 1.5 MB free.

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Entry-Level Systems

Continued from page 87



means the product had to be simple to use." He adds that "people were upset from the product and that is why people's frustration directly to the product, not to the whole package you are in."

The first 90 days of telephone support is free and then support costs about \$90 per year. Tax tables are also updated every six months and are available for \$300,000 per year.

Simply Accounting does not have a money-back guarantee. Wilson asked why this was the case, Schramm replied that they have never had many people return the product and therefore are not used for such a policy.

BackEasy Instant Accounting



BackEasy Canada offers two low-cost annual buy packages. BackEasy Instant Accounting has 3200 Windows 3.0 (\$69.95 suggested retail price) and BackEasy Instant Accounting for Windows. For just \$10 (\$79.95 suggested retail price) Windows 3.0 was released earlier this year, and BackEasy is adding the product to compete directly with QuickBooks for Windows.

BackEasy Instant includes estimates for 25, 45, 85, 100, 150, 200, 250, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 2500, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 15000, 20000, 25000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000, 150000, 200000, 250000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000, 1500000, 2000000, 2500000, 3000000, 4000000, 5000000, 6000000, 7000000, 8000000, 9000000, 10000000, 15000000, 20000000, 25000000, 30000000, 40000000, 50000000, 60000000, 70000000, 80000000, 90000000, 100000000, 150000000, 200000000, 250000000, 300000000, 400000000, 500000000, 600000000, 700000000, 800000000, 900000000, 1000000000, 1500000000, 2000000000, 2500000000, 3000000000, 4000000000, 5000000000, 6000000000, 7000000000, 8000000000, 9000000000, 10000000000, 15000000000, 20000000000, 25000000000, 30000000000, 40000000000, 50000000000, 60000000000, 70000000000, 80000000000, 90000000000, 100000000000, 150000000000, 200000000000, 250000000000, 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THE COMPUTER PAGE

The Evolution of Personal Finance Packages

BY GEOFF WHEELWRIGHT

Personal computers have long been touted the best of helping users keep track of their personal finances. Until recently, until a few years ago, they weren't particularly good at doing this.

Keeping accurate records of your bank balance, credit card debit, fixed and liquid assets and so going tax positive used to be jobs generally assigned to a spreadsheet. You would build your own "models" or you purchased financial "tools" models were not always easy to build, and also did not lend themselves to easy updating.

And the beauty they became to update the last thing they were to provide any kind of accurate reflection of a user's financial state. After all, it's a task you do 10 or 20 times a year to adjust your financial model every time you go out to bought a few things less there were you going to make those changes? And every time you changed making a change your financial model would become less and less reflective of the current state of your finances.

Enter Quicken

In 1984 a small California company debuted money and change all at once. It was called Intuit Inc. and designed itself around producing "intuitive" software. Hence the name. Intuit's a DOS-based product called Quicken the company set out to prove that there really was a market for properly designed personal finance management software — something which previous products for CP/M-based computers and Apple II systems had failed to create.

For years Intuit Quicken claims to hold a 70 per cent market share on the platform on which it is offered (DOS, Windows and the Apple Macintosh). A current year list of five utilities is growing at a rate of more than one million a year, says the company. It is recommended as the personal finance package by 80 per cent of software independent, according to one survey.

Quicken was created by the two sons who founded Intuit — Pooma and Gabele. Gabele was then CEO and Gabele's graduate program from Penn State. His company's motto was to "reduce the time and eliminate the hassle in the financial world every one lives".

In 1992 Intuit's market research suggested that five of the leading players in this market were accomplishing this objective. It showed that the sales of one of its personal finance products was often as high as 50 per cent — which was significantly higher than all other categories of software (even in 1993).

Intuit's vision was to gather feedback from users about the way that they did their financial work on paper — and then try and mirror that in their software. One way of doing this was to "reduce the clutter" that cluttered and marked the paper checkbooks

in as much as this was possible on older DOS machines using the same interface. They were perhaps simple ideas that they proved attractive to millions of users and helped Quicken quickly become the "big fish" standard against which all other personal finance packages were measured.

Macintosh in Evidence

In the early 1990s Microsoft got into the personal money software and with Microsoft Money Version 1.0 it was designed to help users create a clear, accurate and consistent model of their financial circumstances that was flexible enough to be changed quickly. Microsoft Money provided point-and-click categories for all major personal finance terms. "Real world" life data between them into the software — so that users didn't have to follow old references around a spread sheet — and made it easier to keep track of expenses (and even create the people who pay them at times).

Users greeted this development with enthusiasm particularly as it allowed Money to use one of the three major business program designed specifically for use with Windows (and Windows software) to Windows did users rarely qualify to come out in October 1991. It was positioned more simply, and the ability to have multiple "versions" of data open at once and to not well parts from one part of the package to another.

Due to the many real-world differences in currency, language, financial institutions and tax structures in different countries, Microsoft Money Version 1.0 was not immediately developed for the international market and remained a US-only product for some time (although it was also sold in Canada).

Online Shopping

By 1992 it became clear that developers of personal finance applications were natural partners for financial institutions. As a result, the first money on-line deal was announced with the arrival of Intuit's Quicken for Windows 3.0 in that year. Intuit introduced what is called the world's first electronic credit card statements (and e-checks). Using a special Quicken Visa card users could access their Visa credit card statements and enter data in real time in on-line. This service is now available to all members of Quicken's "connecting DOS and Macintosh".

And with the advent of Microsoft Money 2.0 in late 1992 it was Microsoft's turn to begin experimenting with online banking. Due to the fact that Germany and France have had a strong reliance on online banking, Microsoft's Macintosh found it possible to bring such support into Windows 3.0 in their 2.0a/3.0a. ()

COMPUTER LIQUIDATION CENTRE

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what's new

Multimedia Package Bundled with AST Advantage!

Over International has announced an agreement with AST Canada that its bundle of multimedia design and presentation CD-ROM PhotoWorks Version 3 for Windows with AST Advantage Multimedia PC.

According to AST Canada general manager Anthony DeCandia: "After 10 years of experience developing software for the design and CAD market, it's clearly evident in the performance and ease of use that PhotoWorks is a package that adds considerable value to the Advantage Advantage PC."

Developed in Canada, PhotoWorks is aimed at all home and small business art and enables users to create presentations with vivid graphics, animation and sound. Users can store every video frame (30 and 60 frames) in any image. Images can also be rendered on the spot.

Included with PhotoWorks are 100 rendered and ready-to-use high resolution photo images. Additional images can be imported into PhotoWorks via scanner or any major graphics file format including Adobe Photo CD. PhotoWorks is bundled with AST Advantage PC's until January 1995.

PhotoWorks will also be available separately at a suggested retail price of \$150-\$200.

Contact: Link International 416-475-1550

Ambra, Frontier College Commits to Literacy

Ambra Personal Computers has joined forces with Frontier College, a prominent Canadian literacy organization, in teaching reading and writing to its computer to Canadians of all ages.

As part of the "Students for Literacy" program, students from Canadian universities will be tutored by Frontier College and then will use Ambra computers to teach anyone who wants to learn. The program will instruct in many accessible locations across the country such as libraries, community centers, recreational shopping malls.

They will train their program, which is currently coordinating two training sessions with local teachers, community groups and social service agencies. Currently, 30 sites start across the country are committed to the "Students for Literacy" program including University of Toronto, York University, Queen's University, Carleton College, University of British Columbia and Dalhousie University. Over the next 4 years

Adobe PostScript in Xante Printers

Xante is offering owners of its AstroPrinter 8500 printers an upgrade to true Adobe PostScript Level II. The upgrade also provides EPS, printer emulation and standard font fonts.

At MacWorld Boston on July 21st, Xante also announced a new product, the AstroPrinter 6200. The new unit sports a Canon RXII engine, 16 pins, and a 16-page-per-page size, 11x17, 11x11 and 11x12. The printer supports true Adobe PostScript Level II EPS, printer emulation and 1200x1200 printing.

Xante is Canadian company, Mike Watson, reports 8500 provides the only true Adobe PostScript in a 1200x1200 version printer.

Although Microsoft is still an option on the new printer, Watson says it is now an overall design ahead, yielding T200 compatibility as well as Microsoft compatibility.

Contact: Xante, represented in Canada by Mike Watson and Associates at 1-800-947-5544.

Frontier College plans to set up student-run computer literacy programs at 80-90 Canadian cities within 10 years.

Ambra has made a 3 year commitment to the "Students for Literacy" program by donating an initial \$100,000 worth of equipment and funds.

"This is an amazing rate of literacy in the country and Canadian business must do something about it," says Ambra's Tommy Chan. Operating Offices: SuperComputers Limited, 40 Ambra, including teaching computer literacy along with learning to read and write like right now."

Xante has donated three types of computers from its popular line including the AstroPrinter, the 8500 MBX Blue Lightbox and the latest AstroPrinter with true media capabilities and new navigation.

Contact: Frontier College at (416) 593-2021



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Using IntelliSense In Microsoft Office

BY GEOF WHEELWRIGHT

Microsoft says it is trying to make its applications "easier to learn." The latest versions of Microsoft Word for Windows 4.0 and Microsoft Excel 5.0 include a number of features that are designed to "second-guess" what users will want to do. Microsoft calls this "IntelliSense." Once you know a little about how professional words and what it can do, you may find it indispensable.

Let's have closer inspection looking starting with the AutoCorrect feature in Word for Windows 4.0. It is one of the personal word processing new features, and shows Word to automatically insert the cor-

rect word when you type a word incorrectly. A typical example would be if you typed the letters "poo", then Word might automatically correct that word to "poor".

When And How To Use AutoCorrect. AutoCorrect makes corrections based on a replacement text list it maintains. The list is not fully defined by Microsoft Word, comes standard with a few AutoCorrect entries — such as substituting "ft" with "feet" — but this is only a limited list. For AutoCorrect to be completely effective, you need to build your own personal

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